



Northeast & Caribbean (HHS Region 2)

**PTTC**

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

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The HHS Region 2 Northeast and Caribbean Prevention Technology Transfer Center  
presents:

## **Even More on Prevention Tools: Harnessing the power of communication to promote your prevention message Session 1**

Webinar: Wednesday, May 10, 2023  
1:00 PM – 2:00 PM (EST)

How we as prevention professionals communicate our prevention messages to our intended audience is key to our success in reaching sustainable long term substance abuse prevention outcomes. While we have many tools at our disposal, harnessing the power of these tools to convey our prevention message and inspiring our audience to see their place at the table is how we know that our communication strategy is effective. During this two-part series, we will:

- Review communication goals in prevention and dig into the “who” and the “what” as it relates to promoting our prevention message(s)
- Explore best practices for creating slides, handouts, and newsletters to support prevention efforts
- Identify practices that help persuade our target audience to engage in our initiative and take action

Session 1 will review best practices to engage audiences in prevention efforts.

Participants will have an opportunity to hear from communications and instructional design practitioners as they share reflections and best practices, answer questions and share experiences. Attending both sessions is encouraged but not required.

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**[CLICK HERE TO REGISTER FOR THIS EVENT](#)**

Questions? Please contact [cneary@ssw.rutgers.edu](mailto:cneary@ssw.rutgers.edu)